Amendments to the Specification

Please amend, page 1, line 1, the first paragraph and add headings as follows:

TITLE: ___COLLABORATIVE SAMPLING FOR IMPLICIT RECOMMENDERS

BACKGROUND OF THE INVENTION

(1)   Field of the Invention

The present invention relates generally to television recommender systems, and more particularly, to collaborative sampling for implicit recommender systems.

(2)   Description of Related Art

Please add the following heading on page 1, line 28, as follows:

BRIEF SUMMARY OF THE INVENTION

Please add the following heading on page 3, line 9, as follows:

BRIEF DESCRIPTION OF THE DRAWINGS

Please add the following heading on page 3, line 13, as follows:

DETAILED DESCRIPTION OF A PREFERRED EMBODIMENT